Amway
Partnering for Growth
Face to Face 2024

CORE PLUS+ DISCRETIONARY INCENTIVES APPLICABLE FOR PERFORMANCE YEAR SEPTEMBER'24 – AUGUST'25

CORE PLUS+ complements the core sales plan. ABOs at various sales commission levels can be rewarded for building a profitable, sustainable business. Many Core Plus+ incentives are multipliers on Core Plan commissions which means if you build your business in ways that increase your Core Plan earnings, you can increase your Core Plus+ incentives too.

CUSTOMER SALES INCENTIVE (CSI) @ 5%

CUSTOMER SALES INCENTIVE (CSI) is an Income on Sales to Verified Customers (PCs). Selling Solutions to customers is the foundation of the Amway business.

Eligibility: ABOs at 0% to 3% Sales Commission level in any given calendar month

Reward: Up to 5% on customer volume to verified Preferred Customers*

SALES COMMISSION LEVEL	CSI MULTIPLIER IS:	TOTAL INCOME ON VERIFIED CUSTOMER SALES
0%	5%	=5%
3%	2%	=5%

** CRITERIA TO EARN CSI ON Verified Customer SALES TO PCs:*

- Orders should be placed by PC.
- Orders should be paid by the PC.
- Orders to be delivered to PC's Registered Address or Pick-Up Order placed by PC.
- Any Purchase by PC in excess of Recommended Monthly Consumption (system check) will disqualify the order for CSI.
- The order should not have more than 6 eaches per SKU.
- The order should be of less than 200 PV with the exception of 1 Durable item in that order invoice.
- Any returned PC orders on which an ABO has earned CSI, CSI will be reversed on such orders.
- Discretionary Incentive, subject to good standing with the company. Any manipulative behaviors would fall under the purview of Business Conduct & Rules & appropriate action taken.

FAQs-CSI

1. **Will I get CSI on the sales made to non-verified Preferred Customers?**

No, CSI will only be applicable to the sales made to verified Preferred Customers.

2. **In case the Preferred Customer returns the products, will it impact my CSI eligibility?**

Yes, the CSI amount will be reversed in proportion to all the returned products.

3. **One of my PCs is unable to place order owing to his/her ill-health, I have placed order on his behalf will I get CSI on that order?**

While you can place the order for the PC by making yourself as Ordering ABO, the order will not be eligible for CSI.

4. **Which Orders placed by PCs would be considered for CSI and which ones would not?**

Orders placed by PCs themselves could be of the following types

a) Online Order for Home Delivery to Registered Address
b) Online Order for Home Delivery to Ship to Address
c) Online Order for pick-up from Store (Bopis)
d) Store Pick Up Order

Of the above types of Single PC Order, type (b) will not be eligible for CSI

5. **Can ABOs still order for the downline PC, even though they don't receive the CSI?**

Yes, this would still be possible, subject to the consent from that PC to place the order, however this would not generate CSI for the sponsoring ABOs. Orders placed without the consent of PC, will not be counted for the sales turnover also appropriate action will be taken.

6. **Can I check my CSI earnings on orders placed for my personal or Team PCs?**

If the PC order is placed by the servicing ABO or their upline ABO, then such orders will not be eligible for CSI, but eligible for other commission calculations. CSI earning can be checked Real-time on MyBiz portal.

7. **How would CSI or PV of PC orders be accounted for, on orders placed by uplines (including the Servicing ABO)?**

Orders placed for a PC by uplines (including the servicing ABO), on consent by that PC, will continue to be counted towards Group PV for the sponsoring ABO and his uplines as it normally does. No change in counting of PV/BV.

8. How is the term "Recommended Monthly Consumption" defined for a specific PC?

All Amway Products have a recommended usage per day per User mentioned. Amway always encourages usage within recommended norms. It has been observed that several high selling SKUs have very high purchase levels by PCs, which is way beyond the recommended usage, even for an extended family.

Amway will calculate the purchase made per SKU per month (rolling 30 days) by all PCs. A safe consumption limit is the recommended usage for a family of 6 members, in a month. Whenever the purchase of any SKU by a PC exceeds the Monthly Consumption limit, the order which exceeds the limit will be disqualified for CSI. CSI will be reversed for such order, if already paid on it.

9. One of my 3 PCs upgraded his/her status from a PC to an ABO towards the middle of the month, would the order place by this PC prior to this change considered for CSI?

Yes, if the order was placed by the PC within his/her PC status.

STRONG START INCENTIVE (SSI)

Learn rewarding behaviors for achieving Verified customer sale requirements month after month, earn **Up to Rs. 25,000/- total in 12 months**

This incentive is aimed at encouraging New ABOs get activated through building repeat customer volume by achieving 100 Verified PC Volume **consecutively** during their first year.

Program Elements:

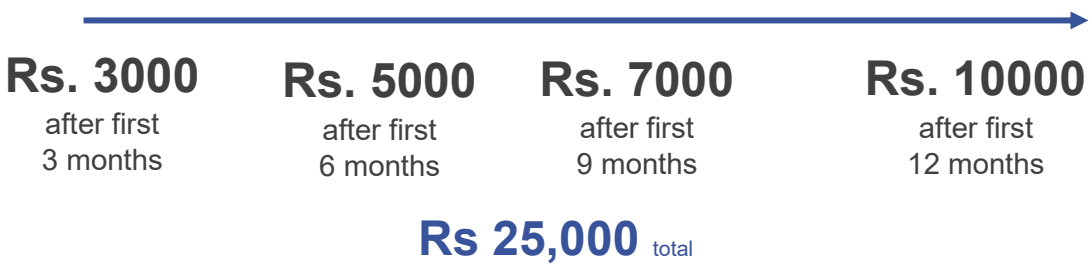
- New ABOs who Register in Sept '24 or later
- Must start 100 Verified PC PV consistency streak within 0+2 months of registration
- Earn upon 3, 6, 9 and 12 consecutive months with 100 Verified PC PV
- Once streak is broken, no longer eligible for SSI
- ABO can earn each SSI once in their life-cycle

HOW IT WORKS

During your registration month or the two months following, begin the incentive period by achieving 100 Verified PC PV in a single month:

Achieve consecutively, to keep your momentum going and earn all three rewards!

Payment after 3, 6, 9, 12 months of VCV consistency 100 Verified PC PV monthly



Amway
Partnering for Growth
Face to Face 2024

FAQs-SSI

1. **Will I get SSI on the sales made to non-verified Preferred Customers?**

No, SSI will only be applicable to the sales made to verified Preferred Customers.

2. **In case the Preferred Customer returns the products, will it impact my SSI eligibility?**

Yes, the required 100 VCS PV will be re-checked in proportion to all the returned products. If the value of verified PC sale falls below 100 PV in a month due to returns, the consistency streak of the ABO will end

3. **In Strong Start Incentive (SSI) ,100 PC PV criteria is on 1 PC? or Multiple PC's?**

100 PC PV can be done 1 or more PCs.

4. **If I joined in Sep'24, when can I start participating for Strong Smart Incentive?**

You can start the participation in SSI within the same month of joining the Amway Business or within the next 2 calendar months, first payout will be done on completion of the Consecutives 100 VCS PV for 3 months.

So, if you joined in Sept'24, you can start your consistency streak from Sept'24, Oct'24 or Nov'24

5. **I have qualified and earned SSI for the first quarter but missed the 100 VCS PV 4th month, can I re-start my SSI qualification for 2nd quarter by doing the 100 VCS PV in 5th month.**

No, you have to complete consecutive months to stay in the SSI Incentive program.

6. **Will I get additional incentive If I do more than the required 100 VCS PV in a month or quarter to earn SSI?**

No, the Incentive is fixed amount for all four quarters (3, 6, 9, 12 months) upon completion of SSI criteria in respective quarters.

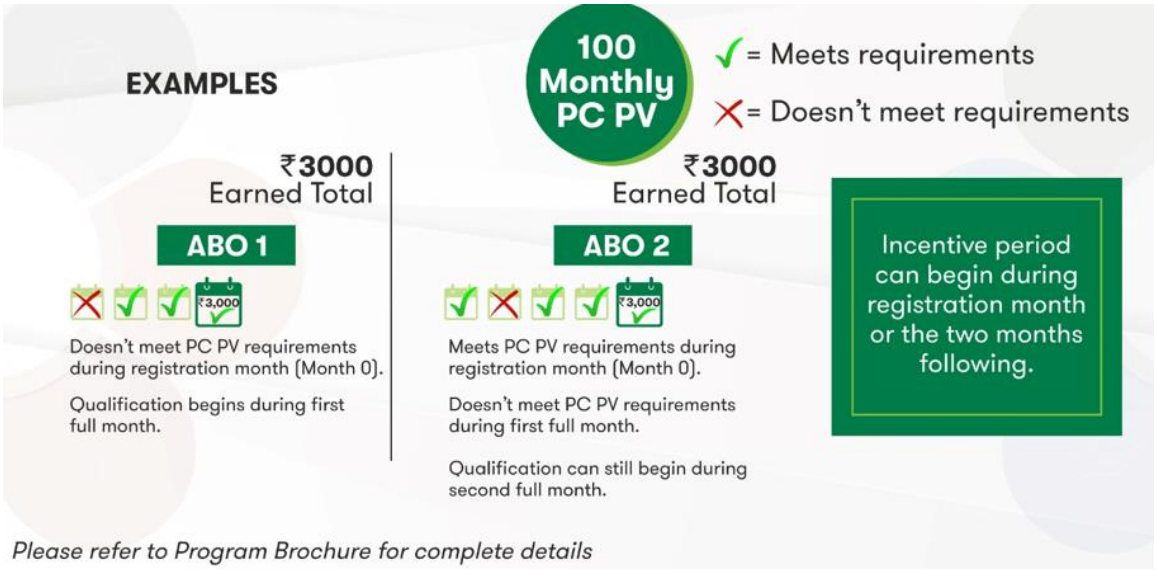
7. **I joined in Sep'24 and started participating / earning in SSI, till what pin level I can earn my SSI within the given time frame?**

There is no Pin capping for SSI. Once started, you can earn upto Rs. 25000 within 12 months irrespective of commission level achieved.

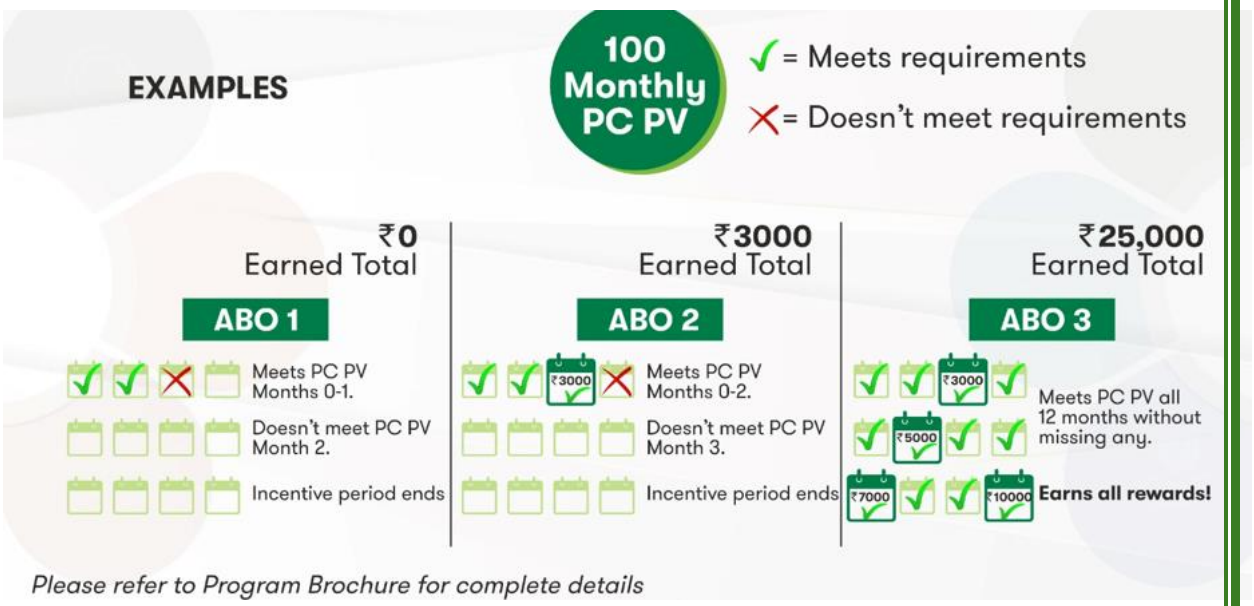
8. **Is SSI also available for a PC migrated to ABO?**

Yes, SSI can also be earned by PCs who migrated to ABO. However, SSI can be earned only once (in a period of 12 months) on a single ABO number.

9. Some simulations on how SSI will work:


EXAMPLES
100 Monthly PC PV
✓ = Meets requirements
✗ = Doesn't meet requirements
₹3000 Earned Total
ABO 1
₹3,000
Doesn't meet PC PV requirements during registration month (Month 0).
Qualification begins during first full month.
₹3000 Earned Total
ABO 2
₹3,000
Meets PC PV requirements during registration month (Month 0).
Doesn't meet PC PV requirements during first full month.
Qualification can still begin during second full month.
Incentive period can begin during registration month or the two months following.

Please refer to Program Brochure for complete details



Please refer to Program Brochure for complete details

BRONZE FOUNDATION INCENTIVE (BFI)

Eligibility for Entry into program:

- ABOs who have been at or below 12% on the Sales Commission Schedule during the Performance Year Sept'2023 – Aug'2024.
- Have not earned BFI earlier.

Eligibility to earn monthly BFI:

- Achieve 9% or higher on the Sales Commission Schedule in a month.
- Have at least three sales teams, each earning a minimum of 3% Sales Commission in the same calendar month.

Reward:

- **15%** multiplier on Sales Commission (Personal Sales Commission + Differential Sales Commission) earned in that calendar month.
- Maximum of 12 payments in an 18-month period commencing from the first BFI month.

FAQs-BFI

1. **I missed a few months of BFI qualification after starting my BFI. Can I still earn BFI for 12 months.**
   All Eligible ABOs can earn BFI for 12 months within an 18-month period. You can get an update on your remaining BFI earning opportunities from MyBiz portal when you log into your account on www.amway.in

2. **I have earned 4 BFI months in performance year 2023-24, what multiplier will be applied from September'2024 onwards.**
   From the performance year Sep'24 to Aug'25, 15% BFI multiplier will be applied on sales commissions of that month.

3. **I earned BFI for 3 months in PY-2022-23? If I fulfill the conditions for a new BFI, can I get 12 more months of BFI earnings.**
   One of the requirements to be eligible for BFI, is that that ABO must not have earned BFI earlier. Since you have had the opportunity to earn 12 BFI earlier, you will not be eligible for BFI anymore.

BRONZE FOUNDATION INCENTIVE (BFI) - OTCI

This incentive is to reward the consistency of Bronze Foundation Incentive earners upon completion of 6 & 12 BFI months. Consistent BFI qualification helps in building a stable foundation towards BBI level.

- Earn BFI One Time Cash Incentive (OTCI)
  - Achieve 6 BFI months, Earn OTCI: Rs. 20,000/-
  - Achieve 12 BFI months, Earn OTCI: Rs. 40,000/-
  - Both OTCIs are separate, and can be earned separately by an ABOs

When ABO completes 12 BFI months, they would earn Rs. 60,000 (Rs.20,000 + Rs.40,000) besides the 15% multiplier on each BFI month

FAQs-BFI OTCI

1. **I earned BFI for 6 months in PY-2024-25. How much will I get?**
   On achievement of 6 BFI months, you are eligible for OTCI of Rs.20,000/-. This is besides the 15% multiplier on Sales Commission for each eligible month.

2. **I completed BFI for 12 months in PY-2024-25. How much OTCI will I receive?**
   On achievement of 12 BFI months, you are eligible to earn additional OTCI of Rs.40,000/- (Total OTCI Rs.60,000….Rs.20,000 once you achieve 6 BFI months + Rs.40,000/- once you achieve another 6 BFI months (total 12 BFI months).

3. **I earned BFI for 5 months in PY-2023-24 and 7 months in PY-2024-25. Will I receive both the 6 months & 12 months BFI OTCIs?**
   Yes, on completion of 6 & 12 BFI months (even if started in PY 2023-24) you are eligible to earn OTCI of Rs.20,000 & Rs. 40,000

4. **I earned BFI for 4 consecutive months but missed the 5th month, can I still participate to earn BFI OTCIs for 6 & 12 months?**
   Yes, you are eligible to earn both OTCIs upon completion of 6 months & 12 months BFI qualification within the 18 months of window.

BRONZE BUILDER INCENTIVE (BBI):

Eligibility for Entry into program:

- ABOs who have been below Silver Producer level 2023-24 and not achieved Gold Producer Level since Aug' 2019
- Have not earned BBI earlier.

Eligibility to earn monthly BBI:

- Achieve 15% or higher on the Sales Commission Schedule in a month.
- Have at least three sales teams, each earning a minimum of 6% Sales Commission in the same calendar month.

Reward:

- **20%** multiplier on Sales Commission (Personal Sales Commission + Differential Sales Commission) earned in that calendar month.
- Maximum of 12 payments in an 18-month period commencing from the first BBI month.

FAQs-BBI

1. **I missed a few months of BBI qualification after starting my BBI. Can I still earn BBI for 12 months.**
   All Eligible ABOs can earn BBI for 12 months within an 18-month period. You can get an update on your remaining BBI earning opportunities from MyBiz portal when you log into your account on www.amway.in

2. **I have earned 10 BBI months in performance year 2023-24 @30% multiplier, what multiplier will be applied from September'2024 onwards.**
   From performance year Sep'24 to Aug'25, the 20% BBI multiplier will be applied on sales commissions of BBI months.

3. **Can I earn BFI & BBI in the same month?**
   Yes, you can earn BFI & BBI multiplier in the same month, provided you are within the earning eligibility for BFI program & BBI as per the respective time-periods.

4. **What is the criteria to attend the New Bronze Forum?**
   All First-Time BBI qualifiers would be eligible for an invitation to attend the New Bronze Forum.

BRONZE BUILDER INCENTIVE (BBI) - OTCI

This incentive is to reward the consistency of Bronze Builder Incentive earners upon completion of 6 & 12 BBI months. Consistent BBI qualification helps in building a stable foundation towards Silver Producer level.

- Earn BBI One Time Cash Incentive (OTCI)
  - Achieve 6 BBI months, Earn OTCI: Rs. 40,000/-
  - Achieve 12 BBI months, Earn OTCI: Rs. 80,000/-

When ABO completes 12 BBI months, they would earn Rs. 120,000 (Rs.40,000 + Rs.80,000) from the BBI OTCIs, besides the 20% multiplier on each BBI month

FAQs-BBI OTCI

1. **I earned BBI for 6 months in PY-2024-25. How much will I receive?**
   On achievement of 6 BBI months, you are eligible for OTCI of Rs.40,000/-

2. **I earned BBI for 6 months in PY-2023-24 and 6 months in PY-2024-25. Will I receive 12 months BBI OTCI?**
   Yes, on achievement of 12 BBI months (even if started in PY 2023-24) you are eligible to earn OTCI of Rs.80,000/-.

3. **I earned BBI for 5 months in PY-2023-24 and 7 months in PY-2024-25. Will I receive both the 6 months & 12 months BBI OTCIs?**
   Yes, on completion of 6 & 12 BBI months (even if started in PY 2023-24) you are eligible to earn OTCI of Rs.40,000 & Rs.80,000

4. **I earned BBI for 5 consecutive months but missed the 6th month, can I still participate to earn BBI OTCIs for 6 & 12 months?**
   Yes, you are eligible to earn both OTCIs upon completion of 6 months & 12 months BBI qualification within the 18 months of window.

CORE PLUS+ LEADER INCENTIVES:

PERSONAL GROUP GROWTH INCENTIVE+ (PGGI)

Eligibility: All qualified Silver Producers and above can participate in 'Personal Group Growth Incentive' (PGGI) and earn as per the Chart Below:

Reward: 10% to 45% Multiplier on maintenance or growth in PQ months Vs previous performance year

- Paid annually, after the end of the performance year.
- Multiplier is identified on the number of incremental PQ months over previous performance year. Multiplier is applied on Sales Commission of all PQ months.

PQ Month:

- Earn a Personal Q (PQ) each month, you reach 10,000 Ruby Volume or 4,000 Ruby Volume with a team at 21% Sales Commission level. Ruby Volume includes non-21% GPV / GBV but excludes PV / BV from a downline Platinum and his/ her downline (even if they did not have a 21% month).

How it is calculated:

NUMBER OF PQs COMPARED TO PREVIOUS PERFORMANCE YEAR:	ANNUAL MULTIPLIER IS:
MAINTAIN PQs	10%
+1 TO 5 PQs	25%
+6 TO 9 PQs	35%
+10 PQs or MORE	45%

NOTE: Only sales commission (which includes personal sales commission and differential sales commission) in qualifying months is used in year-end for PGGI calculation.

FAQs-PGGI

1. **How is the PGGI multiplier applied, will it be paid out monthly or annually?**

   The PGGI multiplier will be applicable on the personal sales commission and differential sales commission earned by the ABO in PQ months only. PGGI is paid out Annually on total PQ month counts after the closure of the Performance Year as per the table shown above: -

2. **During the previous Performance Year, I was at 18% commission level. This year I have two PQ months, what would be my Annual multiplier for PGGI calculation?**
   This is an incremental scenario of 2 PQ months thus, as per the PGGI program an annual multiplier of 25% would be applicable for the PGGI calculation. You can check your PGGI tracking from MyBiz portal on your account on www.amway.in

3. **Till what pin level am I eligible to earn the PGGI incentive?**
   All Qualified Silver Producers & higher pin levels are eligible to earn PGGI in each ABO Performance each year as per the published criteria.

FRONTLINE GROWTH INCENTIVE+ (FGI)

Support downline Team members to achieve a 21% Sales level and Qualified months. Keep increasing the number of teams with sales qualifying them at the 21% Sales Commission level and get rewarded every year.

Eligibility:

- All **qualified Founders Platinum and above** can participate in **'Frontline Growth Incentive**'.
- Must be a Qualified Founders Platinum in the Performance Year to participate in FGI Incentive.

Reward: **10% to 45% Multiplier** on maintenance or growth in FQ months Vs previous performance year

- Paid annually, after the end of the performance year
- Multiplier is identified on the number of incremental FQ months over previous performance year. Multiplier is applied on total Leadership + Monthly Depth Commission of all FQ months.

FQ Months

- Earn a Frontline Q (FQ) each month for every in-market frontline Sales team that qualifies at 21% Sales Commission level.
- Maintain or increase FQs compared to the previous Performance Year.
- Multiplier is identified on the number of incremental FQ months over previous performance year.

How it is calculated:

NUMBER OF FQs COMPARED TO PREVIOUS PERFORMANCE YEAR:	ANNUAL MULTIPLIER IS:
MAINTAIN FQs	10%
+1 TO 5 FQs	25%
+6 FQs OR MORE	35%
+10 FQ OR MORE	45%

NOTE: Only Leadership Commission and Monthly Depth Commission will be used at year-end for FGI calculations.

Must be at a Qualified Founders Platinum level in the Performance Year to participate in FGI Incentive.

FAQs-FGI

1. How is the FGI multiplier applied, will it be paid out monthly or annually?

The FGI multiplier will be applicable on the Leadership Commission and Monthly Depth Commission earned by the ABO on the number of incremental FQ months over previous performance year. FGI is paid out Annually after the closure of the Performance Year.

2. What is the minimum qualification level to participate in the FGI incentive?

One must be a qualified Founders Platinum to participate in the FGI incentive program.

3. Can I qualify for the FGI incentive on qualified in-market & non-in-market frontline Sales teams?

One must earn the FQ months from the in-market sales team & Volume only, to be eligible for the FGI incentive.

4. I have attained New Sapphire level with an increase in my FQ Count. But I have not completed Founders Platinum Qualification this year. Can I earn FGI?

It is mandatory to Qualify as a Founders Platinum level to be eligible to earn FGI Incentive. In this case, you will not be eligible for FGI.

5. Will the same Multiplier table continue beyond 2025-26 also?
Currently the multipliers announced are extended for PY 2024-25 only. Multipliers for subsequent years will be announced closer to the start of each Performance Year.

TWO-TIME CASH INCENTIVE+ (TTCI)

ABOs can qualify for a Cash Incentive the first time they reach a new pin Level and earn another incentive of same value by requalifying the same pin next year.

Eligibility:

- Achieve first time qualification between Platinum and Founders Diamond
- Requalification payment earned if ABO achieves same Pin level in the subsequent performance year.
- For Platinum & Founders Platinum, only FIRST TIME QUALIFIERS will be eligible for the TTCI & First Year Requalification Incentive.
- For In-market Emeralds & above, the qualification history will be checked since PY'15 (Sep'14).
- Payments are cumulative: an ABO can earn multiple Two-Time Cash Incentive payments for multiple qualifications during a year.

Pin Level	New Qualification (Rs Lakh)	FYRQ Qualification (Rs Lakh)
Platinum	**₹ 1,00,000**	**₹ 1,00,000**
Founders Platinum	**₹ 2,00,000**	**₹ 2,00,000**
Emerald*	**₹ 4,50,000**	**₹ 4,50,000**
Founders Emerald*	**₹ 6,00,000**	**₹ 6,00,000**
Diamond*	**₹ 7,50,000**	**₹ 7,50,000**
Founders Diamond*	**₹ 10,00,000**	**₹ 10,00,000**

**Emerald through Founders Diamond ABOs must qualify with in-market Sales teams only.*

FAQs-TTCI

1. I qualified as a Founders Platinum pin level in the previous performance year. This year (PY 2024-25), I would qualify as a New Sapphire and Founders Sapphire pin levels, will I get the TTCI incentive for New Sapphire and Founders Sapphire both?

Sapphire and Founders Sapphire both Pin levels are not included in the TTCI schedule, hence you will not be eligible for TTCI on the same.

2. I was at the Gold Producer pin level in the previous PY 2023-24, in the PY 2024-25, I aspire to qualify as a New Platinum Pin level and Founders Platinum Pin level, what incentives will I get under the TTCI incentive program?

You will be eligible for TTCI for both the Qualification levels once the qualifications are approved for release.

3. I have qualified New Platinum in PY'24 and earned TTCI as well, what amount will I get if I complete my FYRQ qualification in PY'25?

You will be eligible to get the amount which is published (refer above table) for performance year Sep'24-Aug'25.

4. **My current pin is Sapphire, I qualified as Emerald Pin level in PY 2012 & PY 2021. If I requalify as an Emerald Pin level in PY'2025, will I receive the Core Plus TTCI?**
   You will not be eligible for Core Plus TTCI, as you have an Emerald Pin level after PY 2013-14. However, you can participate in the "A70 Consistency Program" Incentive for Comeback Emerald & above levels.

5. **I will qualify as a New Diamond Pin level in PY 2024-25 and 5 of my Q-6 teams would be in-market Sales teams. Can I receive the TTCI?**
   Core Plus Incentives are based on in-market Volume & Qualifications only. Hence, while you may complete the Diamond Pin level qualification, you will not be eligible for the Diamond Pin level TTCI.

A-70 CONSISTENCY INCENTIVE

Eligibility:

- Qualified Emerald Bonus Recipient & above of PY'2020-21 – PY 2023-24

Reward:

- Earn Multiplier on Published TTCI Plan for 2 or 3 years.
- Earn additional multiplier on TTCI for additional years of re-qualification.
- A70 TTCI First payment: equals the total of TTCI Year-1 amounts + TTCI Year-2 amount.
- A70 TTCI Second payment: maximum 50% of the total TTCI Year-1+Year-2.
- ABO can qualify either for regular TTCI (for New & FYRQ Qualifications) or for A70 Incentive, not both; and for regular TTCA (for New / FYRQ) or for A70, not both.
- Regular qualification takes precedence over the A70.

Account Managers will reach out to the eligible Qualifiers to explain the working of the program with simulations & details.

Important to Note:

- *All Core Plus Incentives are discretionary incentives dependent on the ABO building the business in the spirit of the Rules of Conduct and being in Good Standing with the Company.*
- *The Incentives mentioned in the program are applicable for Sept'24 to Aug'25*
    - *Payments for certain incentives like SSI, BFI & BBI OTCIs may be delayed due to programming getting live. Payments for such components will be made after system programming is ready.*
    - *Any changes in program details will be notified through separate leadership*

- Orders placed on PC number should have consent from PC and if placed without consent, no benefit will be passed to any upline in the LOS and action will be taken against ordering ABO.
- *The Incentive mentioned in this brochure are applicable for Amway India only and payable in INR.*
- *Incentive payment amounts or percentages are indicative; the individual incentives mentioned in this brochure are governed by separate criteria for payment. Refer to Commissions Brochure & Core Plus Ready reckoner available at* www.amway.in/Resources & Downloads/*Sales*
- *Payment of all types of incentives is subject to applicable taxes.*
- *Amway does not pay any commission for the sheer act of building a Sales Team without any product sales. There is no benefit to Amway or the ABOs, on the act of Sponsoring only.*
- *All Commissions related to achievement of a Pin level are dependent on that Pin level being validated & approved by Amway.*
- *For more information, please write to Customer Service at* care@amway.com *or contact your account manager.*

UPDATED NOMENCLATURE	
CURRENT	**FUTURE**
ADR, ADS, ADSP	ABO
POINTS	PV
NSV (excluding taxes & discounts)	BV (excluding taxes & discounts)
Sales Achievement Title	PIN
Leadership Development Commission	Leadership Commission
Group Development Commission	Depth Commission
Enhanced Sales Commission	Ruby Commission
Emerald Higher Annual Commission (EHAC)	Emerald Commission
Diamond Higher Annual Commission (DHAC)	Diamond Commission
Diamond Plus Higher Annual Commission	Diamond Plus Commission
ABLS/ALBS/NAS	ALS
NASA	NPF

Discretionary Incentives or Discretionary Rewards:

Incentives or rewards are given to ABOs at the discretion of Amway and can be amended at any time. These incentives and rewards are separate from and in addition to the Core Plan.

Verified Customer Sales (VCS): Total volume from customer sales that meet the Verified Customer Sales requirements in the market.